



Application for projects over \$500

Organization Name: Glacier Country Regional Tourism Commission

Project Name: Online Marketing 07/08 – Canadian Summer/Fall Campaign

Application Completed by: Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Glacier Country is applying to use \$10,510 of our online advertising funds to participate in a private/public partnership for summer/fall online advertising with the following newspapers: *EdmontonJournal.com*, *CalgaryHerald.com* and *CTV.com*. We have an ad impression goal of 500,000. Private partners to date include Missoula CVB and KwaTaqNuk Resort.

Glacier Country and private partners have run similar campaigns which have generated over 9.5 million ad impressions with 70,752 splash page clicks and over 49,000 inquiries. These results met and exceeded our desired objectives.

The advertising would consist of splash web page that would feature the partners, text and photos promoting we have no state sales tax, the exchange rate is quite good and our fuel prices are more affordable, have the ability to request a Glacier Country travel guide. Links to Glacier Country's members vacation packages would also be available.

The leads would be shared with all partners including Glacier Country. All partners would also receive custom reports from each location for review of that campaign's effectiveness.

OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase use of website by 10% over 2007
- Increase our database by 5% over 2007

Refer to the portions of your marketing plan, which support this project.

This project is addressed in all of our marketing plan goals and plan and strategy number 2.

How does this project support the Strategic Plan?

- A.2 Conduct Strategic Promotions that Attract Top Priority Markets
 - A.2.1 Coordinate advertising to maximize state, regional, & private return on investment
 - A.2.2 Encourage cross-promotion between tourism partners and sectors
 - A.2.4 Plan for promotion of special events and activities
- A.3 Create New Tourism & Recreation Products through Packaging
 - A.3.1 Assess potential for local/regional packages & coordinate suppliers
 - A.3.2 Promote off peak weekend getaway packages/events to "nearby" markets
 - A.3.3 Capture more pass-through travelers with mini-packages



Approved Audits/Apps committee 7/21/08

- A.5 Enhance Montana's Winter Recreation Products Through Packaging
 - A.5.1 Refine Montana's niche in the destination ski market & snowmobile markets
 - A.5.2 Package skiing & snowmobiling with other activities
 - A.5.3 Expand "alternative" winter activities
- A.6 Attract More Meetings & Conventions to Montana
 - A.6.1 Refine Montana's niche/"brand" in the meeting/convention market
- C.6 Building Funding Partnerships to Leverage Existing Dollars
 - C.6.1 Encourage strategic partnerships for cooperative project funding
 - C.6.2 Identify opportunities to pool public & private marketing dollars

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached: ☒ Yes ☐ No

Budget page must be attached for approval.



PROJECT BUDGET

Online Marketing - Canadian Summer/Fall Banner Campaign

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
Account Management	\$300.00 +	\$0.00 =	\$300.00
Account Coordination	\$660.00 +	\$0.00 =	\$660.00
PhotoShop/Illustrator Manipulation	\$150.00 +	\$0.00 =	\$150.00
Copywriting	\$900.00 +	\$0.00 =	\$900.00
Layout	\$900.00 +	\$0.00 =	\$900.00
Proofing & Editing	\$150.00 +	\$0.00 =	\$150.00
Computer Production	\$750.00 +	\$0.00 =	\$750.00
Flash Programming	\$1,500.00 +	\$0.00 =	\$1,500.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$5,310.00	\$0.00	\$5,310.00
MARKETING/ADVERTISING:			
Media Placement	\$5,200.00 +	\$2,000.00 =	\$7,200.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$5,200.00	\$2,000.00	\$7,200.00
TRAVEL:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00
OTHER:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00
PROJECT TOTAL			
	\$10,510.00 +	\$2,000.00 =	\$12,510.00